

## ORDER



Orders Order / Rev: 37266  
 Alt Order #: 08864494  
 Product Desc: issue  
 Estimate: 1780  
 Flight Dates: 09/18/12 - 09/23/12  
 Original Date / Rev: 09/13/12 / 09/13/12  
 Order Type: GENERAL

Primary AE: Mike Jones  
 Sales Office: K-WAS  
 Sales Region: National

Agency Name: Great American Media  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
1010 Wisconsin Avenue NW  
Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

Advertiser Name: DSCC  
 Demographic: A35+  
 Product Codes: PO4  
 Priority: LV1  
 Revenue Codes: AGY, POL, ISS

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:10:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals															
08/27/12	09/22/12	23	\$44,800.00	\$38,080.00	<table border="1"> <thead> <tr> <th>Month</th> <th># Spots</th> <th>Gross Amount</th> <th>Net Amount</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>September 2012</td> <td>23</td> <td>\$44,800.00</td> <td>\$38,080.00</td> <td>0.00</td> </tr> <tr> <td><b>Totals</b></td> <td><b>23</b></td> <td><b>\$44,800.00</b></td> <td><b>\$38,080.00</b></td> <td><b>0.00</b></td> </tr> </tbody> </table>	Month	# Spots	Gross Amount	Net Amount	Rating	September 2012	23	\$44,800.00	\$38,080.00	0.00	<b>Totals</b>	<b>23</b>	<b>\$44,800.00</b>	<b>\$38,080.00</b>	<b>0.00</b>
Month	# Spots	Gross Amount	Net Amount	Rating																
September 2012	23	\$44,800.00	\$38,080.00	0.00																
<b>Totals</b>	<b>23</b>	<b>\$44,800.00</b>	<b>\$38,080.00</b>	<b>0.00</b>																

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Start Of Order - End Of Order				100%
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Order Share	Share	Total
KLAS	30%	\$44,800.00
Market	100%	\$149,333.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$37,333.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVUU	5%	\$7,466.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/18/12	09/21/12	8 News Now 6a M-F	CM	6-7a	-TWTF--	:30	1	\$1,400.00	LV1	0.00	NM	1	\$1,400.00
8 NEWS NOW AT 6A															
Start Date		End Date		Weekdays		Spots/Week		Rate	Rating						
Week: 09/17/12		09/23/12		-TWTF--		1		\$1,400.00	0.00						
E 2	8	09/18/12	09/21/12	CBS This Morning	7-9a	CM	-TWTF--	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00
CBS This Morning															

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KLAS

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS THIS MORNING																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12		-TWTF--		2	\$1,200.00			0.00						
E 4	8	09/18/12	09/21/12	8 News Now	Noon M-F	CM	12-1230p		-TWTF--	:30	2	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
8 NEWS NOW AT NOON																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12		-TWTF--		2	\$1,000.00			0.00						
E 5	8	09/18/12	09/21/12	Ellen		CM	3-4p		-TWTF--	:30	3	\$1,600.00	LV1	0.00	NM	3	\$4,800.00
ELLEN																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12		-TWTF--		3	\$1,600.00			0.00						
E 6	8	09/18/12	09/21/12	8 News Now	4p M-F	CM	4-5p		-TWTF--	:30	3	\$1,600.00	LV1	0.00	NM	3	\$4,800.00
8 NEWS NOW AT 4PM & 430PM																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12		-TWTF--		3	\$1,600.00			0.00						
E 8	8	09/22/12	09/22/12	8 News Now	Sat 5-7p	CM	5-7p		-----S-	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 NEWS NOW AT 5PM-SUN																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12		-----S-		1	\$2,500.00			0.00						
E 9	8	09/18/12	09/21/12	7-8p Rotator		CM	7-8p		-TWTF--	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
ET/INSIDER																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12		-TWTF--		1	\$3,000.00			0.00						
E 11	8	09/18/12	09/21/12	8 News Now	11p M-F	CM	11-1135p		-TWTF--	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 NEWS NOW AT 11PM																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12		-TWTF--		1	\$2,500.00			0.00						
E 12	8	09/18/12	09/21/12	Craig Ferguson		CM	1237a-137a (12:37 XM-1:37 XM)		-TWTF--	:30	2	\$450.00	LV1	0.00	NM	2	\$900.00
LATE LATE SHOW																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12		-TWTF--		2	\$450.00			0.00						
N 13	8	09/18/12	09/18/12	Tue 9-10p		CM	9-10p		-T-----	:30	1	\$18,000.00	LV1	0.00	NM	1	\$18,000.00
NCIS: LA																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12		-T-----		1	\$18,000.00			0.00						
Spot	Ch	Date Range	Description				<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	8	09/17/12-09/23/12	Tue 9-10p				9-10p				-T-----	:30	\$18,000.00	0.00	NM		
See MG 13.2 [due to NCIS Season Finale]																	
2	8	09/18/12-09/18/12	Tue Prime Special				9-11p		(9:00 PM-10:00	I-T-----		:30	\$18,000.00	0.00	NM		
MG for 13.1 09/18																	
N 14	8	09/22/12	09/22/12	ACC Football		CM	930a-12n		-----S-	:30	2	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
ACC Football																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12		-----S-		2	\$1,000.00			0.00						
N 15	8	09/18/12	09/23/12	8 News Now	4-5a	CM	4-5a		-TWTF--	:30	4	\$125.00	LV1	0.00	NM	4	\$500.00
8 News Now 4-5a																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12		-TWTF--		4	\$125.00			0.00						
																Totals	23 \$44,800.00